

17 FEB. 28,  
1949

# Fashion Calendar 1949

JANUARY

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RUTH FINLEY, Editor

FRANCES HUGHES, Associate Editor

44 WEST 52nd STREET • NEW YORK 19

ELdorado 5-3693

FASHION CALENDAR

Note: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, FEBRUARY 25, 1949</u>			
Friday Feb. 25 9:30 A.M. Breakfast	PREVIEW: CUSTOM-MADE FASHIONS FOR SPRING  Press preview of Knize's new women's department on the second floor. Also, showing of accessories and custom-made originals for Spring. Showing at 10:00 A.M. ( <u>Note change of date</u> ). Attendance by invitation only. Publicity: Mary Alice Rice, CI. 6-1790.	KNIZE	24 EAST 56TH STREET 2ND FLOOR
Friday Feb. 25 10:45 A.M.	PREVIEW OF SPRING AND SUMMER FASHIONS  Elizabeth Hawes will present her Spring and Summer collection for the press, including "basic" clothes worn with Hawes' accessories. By invitation only. Contact: Nancy Yates, Elizabeth Hawes, Inc., RE. 7-4725.	ELIZABETH HAWES, INC.	867 MADISON AVENUE SALON
Friday Feb. 25 12:00 Noon Luncheon	PREVIEW INTRODUCING "TRION PATTERN"  Introductory showing of models made from Harry Collins' new "Trion Pattern" at a luncheon for the press. Attendance by invitation only. Publicity: Ann Rountree, PL. 3-9403.	HARRY COLLINS	647 FIFTH AVENUE 5TH FLOOR

WEEK BEGINNING MONDAY, FEBRUARY 28, 1949

PRESS OPENINGS: SPRING CUSTOM-ORDER COLLECTIONS

PREVIEWS OF CUSTOM-ORDER SPRING COLLECTIONS ARE FOR MEMBERS  
OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED

Monday Feb. 28	<u>MILGRIM</u> At 11:00 A.M.	6 WEST 57TH ST.	PUBL.: RUTH WALTZ	CI. 7-7200
Monday Feb. 28	<u>SAKS FIFTH AVE.</u> At 3:00 P.M.	611 FIFTH AVE.	PUBL.: HELEN KAUPER	PL. 3-4000
Tuesday March 1	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	754 FIFTH AVE.	PUBL.: FLORENCE NEFF	PL. 3-7300
Wednesday March 2	<u>HENRI BENDEL</u> At 11:00 A.M.	10 WEST 57TH ST.	PUBL.: FRANCES ANDERSON	CI. 7-1100
Wednesday March 2	<u>STEIN &amp; BLAINE</u> At 3:00 P.M.	15 WEST 57TH ST.	PUBL.: ELEANOR LAMBERT	PL. 5-8580
Friday March 4	<u>HATTIE CARNEGIE</u> At 3:00 P.M.	42 EAST 49TH ST.	PUBL.: IRVING KARSHIN	PL. 5-2600
Monday March 7	<u>BONWIT TELLER</u> At 11:00 A.M. ( <u>Note Change of Date</u> )	721 FIFTH AVE.	PUBL.: CAROLYN HAIGHT	EL. 5-6800
Monday March 7	<u>CARRIE MUNN</u> At 3:00 P.M.	640 MADISON AVE.	PUBL.: ELEANOR LAMBERT	PL. 5-8580

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Feb. 28 4:00 P.M.- 6:00 P.M. Cocktails	RECEPTION FOR PARISIAN HAUTE COUTURE MILLINER Reception to meet Maud, Parisian Haute Couture Milliner, at a cocktail party for the press, manufacturers, and retailers. Attendance by invitation only. Contact: Abbott Kimball, PL. 3-9600.	MAUD ET NANO	MONTE CARLO 125 EAST 54TH ST.
March 1	RED CROSS FUND DRIVE (March 1 - March 31).		
Tuesday March 1 10:00 A.M.	SPRING AND SUMMER FASHIONS BY ADRIAN Gunther will present a showing of Spring and Summer fashions by Adrian. Attendance by invitation only. Gunther Publicity: Nona James, VO. 5-3440.	GUNTHER	666 FIFTH AVENUE ADRIAN ROOM, 3RD FL.
Tuesday March 1 1:00 P.M. Luncheon	CUSTOM MADE HATS WITH DRESSES AT LUNCHEON Dresses and custom-made hats by Jeanette-Hildegard will be presented during luncheon. Press by invitation. Public by reservation; contact: "Francois", Cotillion Room Headwaiter, TE. 8-8000. Jeanette-Hildegard Publicity and Hotel Pierre Fashion Publicity: Mrs. Herbert MacGrey Hanscom, TE. 8-8000.	JEANETTE-HILDEGARD (724 FIFTH AVENUE)	HOTEL PIERRE COTILLION ROOM
Tuesday March 1 1:00 P.M. Luncheon	LUNCHEON SHOWING OF SPRING FASHIONS Presentation of ready-to-wear daytime, cocktail and evening fashions for Spring. Press by invitation. Public by reservation; contact: PL. 3-4600, Ext. 20. Sada Sacks contact: Milton Cline, TE. 8-5595. Ritz Fashion Publicity: Marion Morrison, PL. 3-4600.	SADA SACKS (671 MADISON AVE.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday March 1 3:30 P.M. Tea	SHOWING OF FASHIONS FOR SPRING Presentation of Spring fashions by Rose Barrack. Open to public. Publicity for Cardinal: Carol Graham, PL. 7-7057.	ROSE BARRACK	CARDINAL RESTAURANT 212 WEST 57TH ST.
March 1	BERGDORF GOODMAN'S SPRING SHOWING FOR THE PRESS AT 5:30 P.M. (See Page 1)		
Tuesday March 1 8:30 P.M.	FASHION REVUE AND ALL-STAR SHOW Annual all-star benefit show and fashion revue, with celebrities of radio, stage and screen participating. Exhibitors in the fashion show include: Adler & Adler; Barbara Costume; Herman Beispel; Anthony Blotta; Lalli Borgos; Carmel Bros.; Ceil Chapman; Charles Cooper; Jo Copeland; Deitsch, Wersba & Coppola; Jane Derby; Christian Dior; Fox-Brownie; Foxy, Inc.; Ben J. Gam; Joseph Halpert; Jablow Originals; Samuel Kass; Omar Kiam; Kiviette Gowns; Charles Lang; Philip Mangone; Milgrim Wholesale; Anna Miller; Milmont Gowns; Molly Design; Monte Sano and Pruzan; Nanty Gowns; Original Modes; Paul Parnes; Maurice Rentner; Nettie Rosenstein; Rudolf Gowns; William Schwade; Adele Simpson; Herbert Sondheim; Spectator Sports; Jack Weiner; Joseph Whitehead; Zuckerman & Kraus. Tickets: \$1.50 to \$15.00. Contact: Israel Orphan Asylum, CI. 5-7400.	ISRAEL ORPHAN ASYLUM (134 WEST 58TH ST.)	MADISON SQ. GARDEN 8TH AVE. & 49TH ST.
Wednesday March 2 9:15 A.M. Breakfast	PRESS BREAKFAST AND FASHION SHOW Preview of new Spring fashions at Macys will be presented at the semi-annual breakfast for the press. Attendance by invitation only. Publicity: Helen Law, CH. 4-2000, Ext. 2431.	MACYS - NEW YORK	13TH FLOOR EXEC. DINING ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
March 2	HENRI BENDEL'S SPRING COLLECTION FOR THE PRESS AT 11:00 A.M. (See Page 1)		
Wednesday March 2 12:30 P.M. Luncheon	CUSTOM-MADE FASHIONS AT BENEFIT SHOW Jacquelyn Ross of Beverly Hills, California will present her Couture collection for Spring and Summer at a luncheon, sponsored by the Debut and Encore Concerts Foundation, for the benefit of the American Red Cross. Guests will include stars of concert, stage, radio, and television. Prizes: Sari Gown, custom-made by Jacquelyn Ross; hat from Walter Florell; jewels from Trifari; record album from Liberty Music Shop; bag from Baccalupo. Tickets: \$5.00 per person. Contact: Mrs. Barbara Parsons, MU. 6-0055. Hotel Pierre Publicity: Madeleine Riordan, TE. 8-8000.	JACQUELYN ROSS OF CALIFORNIA	HOTEL PIERRE COTILLION ROOM
Wednesday March 2 1:00 P.M. Luncheon	SPRING SHOES AT LUNCHEON SHOW I. Miller will present their Spring collection of shoes with coordinated accessories, at a luncheon show. Press by invitation. Public by reservation. Contact: "Frank", Sert Room headwaiter, EL. 5-3000. I. Miller Publicity: Helen Horschler, BR. 9-2000. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	I. MILLER	WALDORF-ASTORIA SERT ROOM
Wednesday March 2 2:30 P.M.	"SPRING FASHIONS FOR THE ENTIRE FAMILY" Suits, coats, dresses and accessories for children, teens, misses and women will be presented at Martin's. Open to public. Publicity: Kay Connelly, TR. 5-3100.	MARTIN'S (BROOKLYN)	3RD FLOOR
March 2	STEIN & BLAINE'S SPRING COLLECTION FOR THE PRESS AT 3:00 P.M. (See Pg. 1).		
Wednesday March 2 4:30 P.M. Cocktails	PREVIEW OF SPRING AND CRUISE FASHIONS Rose Lash will open her new Jade Room with a press showing of her Spring and Cruise fashions. Attendance by invitation only. Publicity: Jané Waldenburgh, Hickory Associates, MU. 7-9274.	ROSE LASH	58 EAST 55TH STREET SALON
March 2	ASH WEDNESDAY -- Beginning of Lent.		
Thursday March 3 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Presentation of De Pinna's Spectator Sports, Town and Young Modern fashions for Spring. Press by invitation. Public by reservation. Contact: PL. 9-3000, Ext. 176. De Pinna Publicity: Dorothy Coburn, VO. 5-4800. Hotel Plaza Fashion Publicity: Mary Alice Rice, PL. 9-3000.	DE PINNA	HOTEL PLAZA TERRACE ROOM
Friday March 4 10:30 A.M.	PRESS PREVIEW: WARD- ROBE FOR LITTLE BOYS Merry Hull will present the second collection of Merry Mites, her wardrobe designed exclusively for little boys. By invitation only. The public may see the new line after March 7 at B. Altman's Merry Mites Shop. Publicity: Carson-Ruff Associates, MU. 2-2055.	MERRY HULL-- MERRY MITES, INC.	216 EAST 49TH STREET SALON
March 4	HATTIE CARNEGIE'S SPRING COLLECTION FOR THE PRESS AT 3:00 P.M. (See Pg. 1).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Friday March 4 7:30 P.M.	PUBLICITY "SHOP TALK CLINICS" "Basic Knowledge For Your Career in Publicity"--a series of ten Friday evening lectures will be conducted by the Publicity Club of N. Y. Speakers at opening lecture: William P. Maloney, Publicity Director, B.B.D. & O.; Samuel Fuson, Vice Pres., Kudner Agency. Enrollment fee: \$10.00, complete course. Contact: Publicity Club, 545 Fifth Avenue, Room 906, MU. 7-6865; or Ellen Lind, LU. 2-2250.	PUBLICITY CLUB OF NEW YORK, INC.	ADVERTISING CLUB 23 PARK AVENUE
March 7	BONWIT TELLER'S SPRING COLLECTION FOR THE PRESS AT 11:00 A.M. (See Pg. 1).		
March 7	CARRIE MUNN'S SPRING COLLECTION FOR THE PRESS AT 3:00 P.M. (See Pg. 1).		
Week Of March 7	SIXTH ANNUAL FASHION ASSEMBLY WEEK	GIMBELS PHILADELPHIA	9TH & CHESTNUT STS. PHILADELPHIA, PA.
	There will be two daily fashion shows at the Gimbels Philadelphia Sixth Annual Fashion Assembly Week, with the initial auditorium show given for the benefit of a local charity (admission: \$5.00). The Saturday show will feature teen fashions. Show director: Lester Gaba. Tickets are available at booths throughout the store. Contact: Gertrude Mayers, Fashion Coordinator, Gimbels Philadelphia, 9th & Chestnut Streets, Phila., Pa.		
Monday March 7- March 13	FIFTH ANNUAL NATIONAL ANTIQUES SHOW	NATIONAL ANTIQUES SHOW	MADISON SQ. GARDEN 8TH AVE. & 49TH ST.
	Approximately \$10,000,000 worth of antiques will be exhibited based on the theme, "the sensible use of antiques in the homes of sensible Americans." Open daily from 1:00 P.M. to 11:00 P.M. On Sunday, from 1:00 P.M. to 7:00 P.M. Tickets: \$1.50. Publ.: Morton Yarmon, BE. 3-6010.		
Tuesday March 8 2:00 P.M.	FRENCH FASHIONS IN TECA FABRICS	A.M. TENNEY & ASSOC.	CHANIN THEATRE 122 EAST 42ND ST.
	Press showing of a group of French couture fashions made especially in Teca Fabrics. Attendance by invitation only. Publicity: Dora Miller, LO. 3-4285.		
Tuesday March 8 3:00 P.M.	SPRING FASHION PRESENTATION	SAKS 34TH STREET	3RD FLOOR BALCONY
	Press showing of coats, suits and dresses at Saks 34th. (Note change of date). By invitation only. Publicity: Frances Eisner, LA. 4-7000.		
Tuesday March 8 3:30 P.M.	PRESS PREVIEW OF CUSTOM-MADE GOWNS	MADAME ELANORA GARNETT	47 EAST 51ST STREET SALON
	Madame Elanora Garnett will present a press preview of her advance collection of custom-made gowns for Spring and Summer. Attendance by invitation only. Publicity: Viola Shefer, PL. 3-3173.		
Thursday March 8 - March 9	SEMI-ANNUAL LEATHER SHOW	TANNERS' COUNCIL OF AMERICA	WALDORF-ASTORIA FOUR BALLROOMS
	Thirty-fourth semi-annual leather show, with 86 booth spaces allotted to members of the Council who will participate. Display of new leathers and colors to be sold during the Fall and Winter seasons of 1949. Open on Tuesday, March 8, from 10:00 A.M. to 10:00 P.M.; on Wednesday, March 9, from 10:00 A.M. to 5:00 P.M. For all members of allied trades, buying offices and press. Contact: J. Louis Nelson, BE. 3-0494.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday March 9 10:00 A.M. Coffee	PRESS PREVIEW OF SPRING FASHIONS  Semi-annual fashion show for the press by Bloomingdale's, presenting their Green Room fashions for Spring. Showing at 10:30 A.M. Attendance by invitation only. Publicity: Dervin O'Brien, VO. 5-5900.	BLOOMINGDALE'S	3RD FLOOR GREEN ROOM
Wednesday March 9 1:00 P.M. Luncheon	SPRING AND SUMMER FASHIONS AT LUNCHEON  Milgrim's Spring and Summer sports, immediate wear and Sallymil fashions will be presented during luncheon. Press by invitation. Public by reservation; contact: "Frank", Sert Room headwaiter, EL. 5-3000. Milgrim Publicity: Ruth Waltz, CI. 7-7200. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	MILGRIM	WALDORF-ASTORIA SERT ROOM
Wednesday March 9 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW  Callot Soeurs of Paris will present afternoon and evening fashions during luncheon. Hats from Suzanne Milan. Jewels from John Rubel. Furs from Fredrica. Press by invitation. Public by reservation; contact: "Francois", Cotillion Room headwaiter, TE. 8-8000. Callot Soeurs Publicity: Mary Marsh, MU. 5-6280. Hotel Pierre Publicity: Mrs. Herbert MacGrey Hanscom, TE. 8-8000.	CALLOT SOEURS OF PARIS	HOTEL PIERRE COTILLION ROOM
Wednesday March 9 2:30 P.M.	YOUNG COLONY SPRING FASHIONS  B. Altman & Co. will present a showing of Spring fashions from the Young Colony Shop, including the Jacques Heim Jeunes Filles collection. Open to public. Publicity: Etta Daub, MU. 9-7000, Ext. 412.	B. ALTMAN & CO.	3RD FLOOR
Cancelled March 10	SHOWING OF SPRING HATS BY JEANNE TETE, AND FASHIONS BY JAECKEL, ORIGIN- ALLY SCHEDULED FOR 1:00 P.M., MARCH 10, AT HOTEL PLAZA HAS BEEN CANCELLED.		
Thursday March 10 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW  Cesar Rubio will present his new Spring millinery during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Publicity for Cesar Rubio and Hotel Plaza: Mary Alice Rice, CI. 6-1790.	CESAR RUBIO	HOTEL PLAZA TERRACE ROOM
Thursday March 10 4:00 P.M.- 6:00 P.M. Cocktails	PREVIEW OF NEW SYNTHETIC FABRICS  Introduction of two new synthetic fabrics, Spinerette and Mistlon, featuring Hattie Carnegie designs in millinery and packaging. By invitation only. Publicity: Helen Cummings, Earle Ferris Co., PL.5-3100.	MINNESOTA MINING & MANUFACTURING CO.	LITTLE CLUB 70 EAST 55TH STREET
Saturday March 12 11:00 A.M.	SHOWING OF SPRING FASHIONS FOR TEENS  "Spring Seasoning for Teens" -- a showing of suits, coats, dresses and accessories. Open to public. Publicity: Kay Connelly, TR. 5-3100.	MARTIN'S (BROOKLYN)	4TH FLOOR
Monday March 14 9:30 A.M. Breakfast	PRESS SHOWING OF CUSTOM-MADE FASHIONS  Press breakfast by d'Laurence Roth, presenting his Spring custom-made collection. By invitation only. Contact: EL. 5-4845.	D'LAURENCE ROTH	36 CENTRAL PARK SOUTH STUDIO

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday March 14 11:00 A.M.	PRESS PREVIEW: FIRST CUSTOM MILLINERY SHOWING Bonwit Teller will present their first custom millinery collection, with a showing of Spring and Summer hats designed by Madame Andree. Attendance by invitation only. Publicity: Carolyn Haight, EL. 5-6800.	BONWIT TELLER	6TH FLOOR MILLINERY SALON
Monday March 14 4:00 P.M. Tea	SHOWING OF NEEDLEPOINT AS A FASHION HOBBY Press showing of fashion and household items in needlepoint. By invitation only. Contact: Mrs. Winifred Veryard, EL. 5-2756.	ALICE MAYNARD	558 MADISON AVENUE
March 14	NATIONAL HOBBY WEEK. (March 14 - March 19).		
Tuesday March 15 11:00 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FURS Esther Dorothy will present her Spring custom-order furs to the press. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	ESTHER DOROTHY	68 EAST 56TH STREET SALON
Tuesday March 15 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW "Your Hat's In The Ring"--Peg Fischer will present Spring and Summer millinery fashions at a luncheon show. Press by invitation. Public by reservation; contact: PL. 3-4600, Ext. 20. Peg Fischer Publicity: Rosemary Sheehan, CI. 7-8060. Ritz Fashion Publicity: Marion Morrison, PL. 3-4600.	PEG FISCHER	RITZ CARLTON HOTEL OVAL ROOM
Tuesday March 15 4:00 P.M.- 6:00 P.M.	SPECIAL DEMONSTRATION OF BODY CONDITIONING News and special demonstration for beauty press by Manya Kahn at her Body Conditioning Studio. By invitation only. (Note change of date). Publicity: Eleanor Rowlands, of Rowlands Associates, LE. 2-9292.	MANYA KAHN	53 WEST 57TH STREET STUDIO
Wednesday March 16 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW "Prelude to Easter"--presentation of Easter millinery by Aranka during luncheon. Press by invitation. Public by reservation; contact: "Frank", Sert Room headwaiter, EL. 5-3000. Aranka Publicity: Ann Rountree, PL. 8-2966. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	ARANKA	WALDORF-ASTORIA SERT ROOM
Wednesday March 16 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Russeks will present Spring fashions during luncheon. Press by invitation. Public by reservation; contact: "Francois", Cotillion Room headwaiter, TE. 8-8000. Russeks Publicity: Helen Moran, WI. 7-1900. Hotel Pierre Fashion Publicity: Mrs. Herbert MacGrey Hanscom, TE. 8-8000.	RUSSEKS FIFTH AVENUE	HOTEL PIERRE COTILLION ROOM
Wednesday March 16 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Rosette Pennington's Spring and early Summer fashions will be presented during luncheon. (The Plaza Luncheon Fashion Show is scheduled for Wednesday this week because of St. Patrick's day on Thursday.) Press by invitation. Public by reservation; contact: Evelyn Parker, PL. 9-3000, Ext. 176. Hotel Plaza Fashion Publicity: Mary Alice Rice, CI. 6-1790.	ROSETTE PENNINGTON	HOTEL PLAZA TERRACE ROOM
March 17	ST. PATRICK'S DAY (Thursday).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday March 17 12:15 P.M. Luncheon	MEMBERS' MONTHLY LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
	The Fashion Group will have a members' monthly luncheon meeting. Details later. Price (including tax and tip): \$3.10 for members; \$3.50 for guests. Contact: The Fashion Group, Inc., CI. 7-3940.		
March 20	FIRST DAY OF SPRING (Sunday).		
Monday March 21 1:00 P.M. Luncheon	FURS AND FASHIONS AT LUNCHEON SHOW	JAECKEL	HOTEL PLAZA PERSIAN ROOM
	Jaeckel will present furs and custom-order fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Jaeckel Publicity: Nona James, VO. 5-3440. Hotel Plaza Fashion Publicity: Mary Alice Rice, CI. 6-1790.		
Wednesday March 23 1:00 P.M. Luncheon	FASHIONS FOR SPRING AT LUNCHEON SHOW	THE TAILORED WOMAN	WALDORF-ASTORIA SERT ROOM
	Spring fashions in N.Y. will be presented by The Tailored Woman during luncheon. Press by invitation. Public by reservation; contact: "Frank", Sert Room headwaiter, EL. 5-3000. Tailored Woman Publ.: Belle Irene Gillis, PL. 5-2500. Ted Saucier Publ. Office: Annette Goodrich, EL. 5-3000.		
Wednesday March 23 1:00 P.M. Luncheon	SPRING AND SUMMER CUSTOM-ORDER FASHIONS	SYDELL (666 FIFTH AVENUE)	WALDORF-ASTORIA GRAND BALLROOM
	Benefit fashion show by Sydell, presenting suits, dresses, cocktail and evening clothes. Tickets: \$25.00; contact: Mrs. Wolk, MU. 7-2757. Sydell contact: PL. 8-0892.		
Wednesday March 23 2:30 P.M.	SHOWING OF SPRING MILLINERY FASHIONS	B. ALTMAN & CO.	3RD FLOOR
	Altman's will present new millinery for Spring. Open to public. Publicity: Etta Daub, MU. 9-7000, Ext. 412.		
Thursday March 24 12:30 P.M. Luncheon	PRESS SHOWING OF CHILDREN'S FASHIONS	MCKEM-VANTA	HOTEL PIERRE COTILLION ROOM
	McKem-Vanta will present "Life with Children", a showing of complete wardrobe for children, from tots to teens. Attendance by invitation only. Publicity: Evelyn Wade, Gussow-Kahn, MU. 9-0450.		
Thursday March 24 1:00 P.M. Luncheon	LUNCHEON SHOWING OF SPRING FASHIONS	MACYS NEW YORK	HOTEL PLAZA TERRACE ROOM
	Spring fashions from Macys will be presented during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Macy's Publicity: Helen Law, CH. 4-2000, Ext. 2431. Hotel Plaza Fashion Publicity: Mary Alice Rice, CI. 6-1790.		
Tuesday March 29 7:00 P.M. Dinner	SPRING MILLINERY BUDGET FASHION SHOW	MILLINERY FASHION BUR.; MILLINERY STAB. COMM.	HOTEL ASTOR GRAND BALLROOM
	Exhibitors who will present their hats at this Budget Millinery Show will be listed in a later issue. Reservations: Dinner and Show, \$17.50 (including tax); Mezzanine, show only, \$8.50 (including tax). Show at 8:30 P.M. For tickets contact: Millinery Stab. Comm., 1450 Broadway, LO. 4-7800. Press by invitation only. Publicity: Mary Kelley, Millinery Fashion Bureau, LU. 2-2250.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday March 30 1:00 P.M. Luncheon	SPRING FURS AT LUNCHEON SHOW	RITTER BROS.	WALDORF-ASTORIA SERT ROOM
	Ritter Bros. will present fur fashions in mink, broadtail, and fox at a luncheon show. Press by invitation. Public by reservation; contact: "Frank", Sert Room headwaiter, EL. 5-3000. Contact at Ritter Brothers: George Wrangell, BR. 9-8144. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.		
Thursday March 31 1:00 P.M. Luncheon	CUSTOM-ORDER FASHIONS AT LUNCHEON SHOWING	FARQUHARSON & WHEELOCK (23 WEST 57TH STREET)	HOTEL PLAZA TERRACE ROOM
	Luncheon showing of custom-order fashions for Spring. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Farquharson & Wheelock contact: PL. 3-1436. Hotel Plaza Fashion Publicity: Mary Alice Rice, CI. 6-1790.		
Friday April 1 1:00 P.M. Luncheon	SHOWING OF DIOR'S AMERICAN COLLECTION	CHRISTIAN DIOR -- NEW YORK	HOTEL PIERRE COTILLION ROOM
	Luncheon showing sponsored by the Goddard Neighborhood Center, presenting Dior's first American designed collection. Press by invitation. Public by reservation; contact: "Francois", Cotillion Room headwaiter, TE.8-8000. Hotel Pierre Fashion Publicity: Mrs. Herbert MacGrey Hanscom, TE. 8-8000.		
Monday April 4- April 7	INTERNATIONAL BEAUTY SHOW FOR 1949	INTERNATIONAL BEAUTY SHOW GRAND CENTRAL PALACE (19 WEST 44TH STREET)	LEX. AND 46TH STREET
	Annual four-day series of beauty and fashion events, including daily demonstrations of hair-styling and showings of the newest coiffures. Tickets: \$1.20 to \$3.30. Publicity: Lucille Egelhoff, BU. 8-5948.		
Tuesday April 5 12:15 P.M. Luncheon	FABRICS DIVISION LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
	The Fashion Group will have a fabrics luncheon meeting. More details later. Price (including tax and tip): \$4.00 for members, \$4.50 for guests. Contact: The Fashion Group, Inc., CI. 7-3940.		
Wednesday April 6 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW	DEIN BACHER OF THE WALDORF	WALDORF-ASTORIA SERT ROOM
	Dein Bacher will present fur fashions during luncheon. Press by invitation. Public by reservation; contact: "Frank", Sert Room headwaiter, EL. 5-3000. Ted Saucier Publ. Office: Annette Goodrich, EL. 5-3000.		
Thursday April 7 12:30 P.M. Luncheon	"SPRING IS IN THE 'HAIR'" LUNCHEON	TEK HUGHES, INC.	HOTEL PIERRE ROOF GARDEN
	With the first breath of Spring, Hughes is introducing "Breath-taking" new designs and materials for brushes at a luncheon for the newspaper and magazine press. Attendance by invitation only. Publicity: Pauline Parker, CH. 4-3000.		
Thursday April 14 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION	RUSSEKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
	Fashion show by Russeks during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Russeks Publicity: Helen Moran, WI. 7-1900. Hotel Plaza Fashion Publ.: Mary Alice Rice, CI.6-1790.		
April 17	EASTER SUNDAY.		

MUSIC...MOVIES...THEATRES

- Friday Feb. 25      OPENING: "ANYBODY HOME"      GOLDEN THEATRE, 45TH ST. WEST OF B'WAY  
 Phyllis Holden will present the Robert Pyzel play, a romantic drama set in Westchester county. Starring Phyllis Holden, Donald Curtis, Roger Clark, Katherine Anderson, Emory Richardson. Director: Ralph Forbes. Sets and costumes: Louis Kennel. Publicity: Bernard Simon, CI. 5-7294.
- Saturday Feb. 26      PREMIERE: "THE FIGHTING O'FLYNN" (Movie) LOEW'S CRITERION, B'WAY & 45TH ST.  
 Universal-International presents the Fairbanks Company's production of a romantic adventure drama about 19th century Ireland. Starring Douglas Fairbanks, Jr., Helena Carter and Richard Greene. Producer: Douglas Fairbanks, Jr. Director: Arthur Pierson. Costumes: G.E. Calthrope. Publicity: Al Horwits, PL. 9-8000.
- Beginning Sunday Feb. 27      BALLET RUSSE DE MONTE CARLO      N. Y. CITY CENTER, 131 WEST 55TH ST.  
SUNDAY, FEB. 27: (Mat.) Cirque de Deux, Night Shadows, Quelques Fleurs.  
SUNDAY, FEB. 27: (Eve.) Concerto Barocco, Giselle, Madronos.  
TUESDAY, MARCH 1: Les Sylphides, Cirque de Deux, Love Song, Gaite.  
WEDNESDAY, MARCH 2: Ballet Imperial, Pas de Deux, Love Song, Rodeo.  
THURSDAY, MARCH 3: Night Shadow, Rouge et Noir, Quelques Fleurs.  
FRIDAY, MARCH 4: Mozartiana, Love Song, Pas de Deux, Gaite.  
SATURDAY, MARCH 5: (Mat.) Swan Lake, Nutcracker, Scheherazade.  
SATURDAY, MARCH 5: (Eve.) Pas de Quatre, Giselle, Le Beau Danube.  
 Publicity: Michael Mindlin, Jr., CI. 7-5911.
- Week Of Feb. 28      METROPOLITAN OPERA: 14TH WEEK      METROPOLITAN OPERA HOUSE, 39TH ST. & B'WAY  
MONDAY, FEB. 28: SIEGFRIED, (Wagner). Conductor: Stiedry.  
TUESDAY, MARCH 1: In Philadelphia.  
WEDNESDAY, MARCH 2: LA TRAVIATA, (Verdi). Conductor: Antonicelli.  
THURSDAY, MARCH 3: FALSTAFF, (Verdi). Conductor: Reiner.  
FRIDAY, MARCH 4: GOETTERDAEMMERUNG, (Wagner). Conductor: Stiedry.  
SATURDAY, MARCH 5: (Mat.) CARMEN, (Bizet). Conductor: Pelletier.  
SATURDAY, MARCH 5: (Eve.) LE NOZZE DI FIGARO, (Mozart). Conductor: Busch.  
 Publicity: Margaret Carson, PE. 6-1200.
- Wednesday March 2      OPENING: "TWO BLIND MICE"      CORT THEATRE, 48TH ST. EAST OF B'WAY  
 Archer King and Harrison Woodhull will present the new Samuel Spewack comedy about a reporter who becomes involved with a supposedly non-existent government agency. Starring Melvyn Douglas, with Mabel Paige, Jan Sterling and Laura Pierpont. Sets: Albert Johnson. Publicity: Harry Davies, LO. 5-5982.
- Thursday March 3      PREMIERE: "3 GODFATHERS" (Movie) CAPITOL THEATRE, B'WAY & 51ST ST.  
 Metro-Goldwyn-Mayer will release the Argosy technicolor production of Peter B. Kyne's adventure tale about three western badmen. Starring John Wayne, Pedro Armendariz and Harry Carey, Jr. Producers: John Ford and Merian C. Cooper. Director: John Ford. Publ.: H. Crooker, LU.2-2000.
- Sunday March 6      BENEFIT: AMERICAN NAT'L THEATRE ACADEMY, ZIEGFELD, 6TH AVE. & 54TH ST.  
 The second annual ANTA Album will include a cast of 600 top stars including the vocal choruses of eight musicals. Louis Calhern will be master of ceremonies, and stars will appear in scenes from their past successes. Producer: John Houseman. Proceeds for American National Theatre and Academy. Tickets: \$6.00 to \$100.00; contact: LU. 2-2630. Publicity: Bill Doll, MU. 7-6310.